DECISION DELEGATED TO HEAD OF PLANNING

Application No:	**H16-0519-25**	**Applicant:**	**BoyleSports (UK) Limited**
Proposal:	Proposed Signage		
Location:	10 Hall Place Spalding Lincolnshire		
Terminal Date:	22nd September 2025		

Planning Policies

South East Lincolnshire Local Plan - Adopted: March 2019

02	Development Management
03	Design of New Development
29	The Historic Environment

National Guidance

National Planning Policy Framework December 2024

Section 12: Achieving Well-designed Places
Section 16: Conserving and Enhancing the Historic Environment

Representations:

	Object	Support	No Obj.	Comments
WARD MEMBER	1	0	0	0
HIGHWAYS & SUDS SUPPORT	0	0	0	1
SPALDING & DISTRICT CIVIC SOCIETY	1	0	0	0
RESIDENTS	2	0	0	0

CASE OFFICER ASSESSMENT

Reason for referral to Chairman's Panel

The application site is located within Spalding town centre.

Proposal

Advertisement consent is sought for the display of signage to the shop front.

As submitted consent was sought for the display of:

1 internally illuminated fascia sign 11.77metres by 0.97metres.
1 internally illuminated projecting sign 0.8metres by 0.8metres.

The application has been subsequently amended seeking consent for the following signage:

1 externally illuminated fascia sign 3.03metres by 0.8metes
1 externally illuminated projecting sign 0.6metres by 0.6metres.

For the avoidance of doubt, the application has been considered on the basis of the amended plans.

Site Description

The application site comprises a substantial three storey building prominently located within Spalding town centre and the Spalding Conservation Area. The site forms part of the Primary Shopping Frontage. Retail premises adjoin the site to each side with residential properties, located along Gore Lane, situated to the rear.

The building is a 1950's reinforced concrete framed structure of a brutalist style. The ground floor premises were previously occupied as a Bank but is now vacant and has a deep Roman stone fascia with pilasters and a low stall riser.

History

H16-0966-07: Install new replacement internally illuminated external signage (one fascia and one projection sign). Approved 29th August 2007.

H16-0307-24: External alterations to include removal of external signage, external ATM, night safe and CCTV camera. Approved 16th July 2024.

H16-0518-25: Change of use of the ground floor from Use Class E to Sui Generis (betting office) & external alterations. Under consideration.

Consultation Responses

Consultation Responses (received between 4th June 2025 and 25th June 2025):

Councillor Taylor

Objects on the following grounds:

"This is a conservation area and we are now experiencing a cluttering of betting and gambling establishments in a small geographical area. Studies by the local government association highlight increased anti social behaviour, including, loitering and crime."

Spalding and District Civic Society

Objects to the internally illuminated sign, which is not permitted in a conservation area.

Public Representation

The application has been advertised in accordance with the Development Procedure Order and the Council's Statement of Community Involvement. In this instance, two letters of representation have been received objecting to the proposal. The main issues raised are:

- Another gambling establishment is not needed. They prey on the vulnerable.

- There are already a cluster of gambling establishments on the high street in close proximity to each other.
- The establishments have the same policy of blocking out windows and vinyl displays.
- It would discourage people visiting the town through tourism.

Planning Considerations

The main issues and considerations in this case are:

- Amenity.
- Public Safety.

Evaluation

Regulation 3 of The Town and Country Planning (Control of Advertisements)(England) Regulations 2007 states local planning authorities should exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any relevant factors.

The adopted South East Lincolnshire Local Plan 2011-2036, adopted March 2019, forms the development plan for the District, and is the basis for decision making in South Holland. The relevant development plan policies are detailed within the report above.

The policies and provisions set out in the National Planning Policy Framework (updated December 2024) are also a material consideration in the determination of planning applications, alongside adopted Supplementary Planning Documents.

Amenity

The National Planning Policy Framework (Framework) December 2024 sets out the Government's planning policies for England and how they should be applied. Paragraph 141 of the Framework states the quality and character of places can suffer when advertisements are poorly sited and designed. Further stating, advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Paragraph 135 of the Framework requires proposals to be sympathetic to local character.

Policy 2 of the South East Lincolnshire Local Plan, 2019, requires proposals to consider the impact on the character of the area and Policy 3 requires consideration to be given to avoiding visual intrusion by advertising. Policy 29 of the South East Lincolnshire Local Plan, 2019, states that architectural features that contribute to the character and appearance of the area should be retained, and local distinctiveness should be reinforced.

The application site is located within a commercial setting, there are a range of advertising styles on neighbouring shop fronts, the majority of which are externally illuminated signage.

The proposal, as submitted, sought the display of an internally illuminated fascia sign running the length and depth of the existing fascia, along with an internally illuminated projecting sign. The applicant was advised that the display of these signs was wholly unacceptable and inappropriate within the Conservation Area. The proposed fascia sign was deep and would cover the large shop front with an uninterrupted single banner sign, the use of internal illumination would serve to accentuate its visually intrusive appearance. In addition, the internally illuminated projecting sign was large, increasing the visual dominance of the signage. Moreover, the extent of the dark colour of the signage would harm the visual amenity of the area.

The applicant was advised that the scale of the fascia sign should be significantly reduced to retain the visual dominance of the existing deep Roman stone fascia and that the sign should be externally illuminated. In addition, the projecting sign should be reduced in size and externally illuminated.

Amended plans have been received, these show the provision of an externally illuminated sign, 3metres in length, located centrally within the shop front along with a reduced externally illuminated projecting sign. The signs will be externally illuminated with tough lighting.

As amended, the signage would safeguard the amenity of the area and preserve the character and

appearance of the Conservation Area, and in this regard accords with Policies 2, 3 and 29 of the South East Lincolnshire Local Plan, 2019, along with advice contained within paragraphs 135 and 141 of the National Planning Policy Framework, December 2024.

Public Safety

The signs will be displayed above street level, there will be no implications for public safety arising from their installation.

Planning Balance

As stated above, Regulation 3 of The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 states local planning authorities shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.

The proposed signage, as amended, would safeguard the amenity of the local area and preserve the character and appearance of the Conservation Area.

The proposal accords with the South East Lincolnshire Local Plan (2019) and the provisions of the National Planning Policy Framework (December 2024) when viewed as a whole. In this instance there are no material considerations that weigh against the proposal and as such the planning balance is in favour of the development.

Additional Considerations

Public Sector Equality Duty

In making this decision the Authority must have regard to the public sector equality duty (PSED) under s.149 of the Equalities Act. This means that the Council must have due regard to the need (in discharging its functions) to:
A. Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act
B. Advance equality of opportunity between people who share a protected characteristic and those who do not. This may include removing or minimising disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; taking steps to meet the special needs of those with a protected characteristic; encouraging participation in public life (or other areas where they are underrepresented) of people with a protected characteristic(s).
C. Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.

The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

The PSED must be considered as a relevant factor in making this decision but does not impose a duty to achieve the outcomes in s.149. It is only one factor that needs to be considered, and may be balanced against other relevant factors.

It is not considered that the recommendation in this case will have a disproportionately adverse impact on a protected characteristic.

Human Rights

In making a decision, the Authority should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as South Holland District Council to act in a manner that is incompatible with the European Convention on Human Rights. The Authority is referred specifically to Article 8 (right to respect for private and family life) and Article 1 of the First Protocol (protection of property).

It is not considered that the recommendation in this case interferes with local residents' right to respect for their private and family life, home and correspondence, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general public interest and the recommendation is considered to be a proportionate response to the submitted application based

on the considerations set out in this report.

Conclusion

Taking the above considerations into account, the proposal is considered to be in accordance with Policies 2, 3 and 29 of the South East Lincolnshire Local Plan (2019), along with the identified sections contained within the National Planning Policy Framework (December 2024). There are no significant factors in this case that indicate against the proposal and outweigh the consideration in favour of the proposal and the policies referred to above.

Recommendation

Based on the assessment detailed above it is recommended that the signage should be approved under delegated powers.